

**Vermont Tobacco Evaluation and Review Board**  
**Community & School Programs Committee Meeting**  
**September 16, 2014**  
**Minutes**

**Attendees:** Amy Brewer, Stephen Morabito, Kate O'Neill, Rebecca Ryan, Rhonda Williams, & Sarah Wylie

**NOT Program Updates:** ALA has contracted with the Center for Health & Learning Since 2008 to provide the training and technical assistance for the program, but due to staff illness at CHL, American Lung Association ran the program without CHL. . There were 89 students who went through the program last year and that's comparable to years past.

ALA is keeping the contract in house and contracting independently with Cindy Hayford to do the training, which is scheduled for Brattleboro. Discussion about training models that might help increase youth buy-in, including youth-adult partner facilitators and online NOT training for youth.

Discussion about how to increase youth participation: Could NOT funds could be used toward social media instead of training, or as stipends to NOT facilitators to increase youth participation? How could AOE's Peer Mentor Network support enrollment? Can we reach out to the AOE grantees that have chosen cessation in their workplans and link them with NOT?

- Rhonda will look into connecting youth directly with NOT through targeted web searches (Facebook, 802Quits, Down & Dirty). VDH will look into how far \$5000 will go towards increasing social and online marketing of NOT. (It is unclear from the discussion whether this is VDH funds or funds to be subtracted from NOT funds.)
- Kate will look through workplans to determine who is addressing cessation, who is using NOT, and who is trained. She will deliver contact names to Rebecca for follow-up. *Kate forwarded an excel sheet with a snapshot of which schools are addressing cessation as part of their workplans.*

**AOE Updates:** (AOE has gone to a web-based grant management program.)

RTI has AOE workplans to load into their database. Unsure of where RTI is in this process. The work looks very different across the 50 grants. As soon as the RTI summary is complete, Kate will bring the snapshot of AOE grantees to the full Board.

- Amy and Kate to check in with RTI regarding the status.
- Amy to add AOE grantee work plans to a Board agenda in the near future.

AOE peer mentors have been assigned their mentees to coach and their kick off meeting is September 19<sup>th</sup>.

AOE invited tobacco grantees to submit success stories as part of their year-end reports and many did. Discussion around how best to synthesize this information and share it with others. Is there an online option? Can RTI help synthesize this somehow – a 1-2 pager or sorts?

- It is possible RTI can provide some analysis, but not compile the success stories – that will likely be out of their scope of work. We can ask this on their monthly conference call.
- Rebecca will find out if VT Tech has a relevant class that may be able to take something like this on as a project
- Rhonda mentioned that VDH contracts with Westaff and a project like this might be something they can take on
- Ashwinee (The Coalition for Tobacco Free VT) has the ability to rotate success stories on the Coalition website – so we could submit them to her to promote.
- Amy will add this to the agenda for our next School/Community meeting.

**VDH Updates:** One highlight from the Coalition reports was that St. Johnsbury passed some relatively content neutral signage ordinance!

VDH will be releasing some YRBS briefs including a focus on: connection to assets and marijuana and tobacco (this one should be really powerful, and the timing is important as the state considers legalization of marijuana this session). Briefs are found on the VDH website, but they are trying to find a location that makes them easier to find. AOE links to these briefs on their website as well.

Survey Gizmo – Tobacco Control Program now has 1/3 of a position and is shared with ADAP too.

Youth Enforcement of e-cigarettes? VDH followed up with DLC. According to DLC, there are no compliance checks for e-cigarettes.

- VDH will follow up and work with VDH legal to talk with DLC legal.

AOE/VDH Mapping project – it's coming.

OVX/VKAT grantees – all have been awarded. The mapping will help us understand moving forward where there are true gaps in the state.

A conference call with the Florida Tobacco Control Program will be scheduled soon. Florida's published youth use rate is 8% and 15% of their MSA is going directly to the program. We'd like to better understand what they are doing. They have nearly 365 days of tobacco media.

CDC Tips Campaign is also impacting youth cessation attempts. Nice, unexpected result.

**Subcommittee Expansion:** Discussion of if we want to expand our subcommittee and if so, who would we add. Amy suggested that she is uncomfortable being the sole voice from the "field" because she is limited to her own experiences and doesn't even see workplans of other communities. The group decided it would be a good idea to expand the committee.

- Deb Lary – although it looks like it won't work for her to attend the full Board meetings, her enthusiasm and reputation will be an excellent addition to the subcommittee. Amy will contact her and invite her.
- Cathy Hazlett expressed an interest in participating in the Board in any way, so we agreed to invite her to the subcommittee. Rebecca will contact Cathy.
- VDH suggested VDH's FDA coordinator, Amy Tucker. VDH will contact them.
- Stephen reminded us that per diem and mileage apply to subcommittee members too.

**Next Meeting:** Amy will do a doodle poll to schedule a meeting for early November.